

# CHAPTER I

## INTRODUCTION

### A.1 Background of the Research

The World Economic Forum is an international organization for government-business cooperation. This forum is a non-profit foundation that has been in operation since 1971. The event is conducted annually, and panelists include academics, business professionals, government representatives from many nations, and other prominent members of the community. The forum covers a wide range of significant international topics, including environmental, health, economic growth, and so on. The World Economic Forum 2023 deliberated on the possible dangers of the worst global economic slump in history. There were four panelists, two of whom were Luhut Binsar Pandjaitan, the Coordinating Minister for Maritime Affairs and Investment of Indonesia, and Anutin Charnvirakul, the Deputy Prime Minister and Minister of Public Health of Thailand. During the discussion process, panelists were asked to present their answers, opinions, and arguments on the issues discussed. As panelists representing their respective countries, they need to have good communication skills to convince the public of their integrity as state officials.

Communication is the process of conveying messages, including ideas, information, emotions, and more, whether verbally or non-verbally. Communication is a two-way process that results in mutual understanding of the conveyed message. When both sides communicate and have a mutually agreeable comprehension of the information being communicated, their desired outcomes will be realized. To achieve successful communication, attention should be paid to the use of non-verbal communication. Many studies prove that the success of delivering a message is 93% influenced by non-verbal communication.

According to K. Floyd (2009), non-verbal communication is any action or trait that expresses meaning without the use of words. According to Mark

L. Knapp, nonverbal communication involves all communication events outside of spoken and written words. The functions of nonverbal communication, as described by Mark L. Knapp (1972), which are substitution, accentuation, regulation, contradiction, repetition, and complement. Apart from the use of words themselves, Burgoon and Saine define non-verbal communication as human attributes or actions that have social meaning, are intentionally sent or interpreted as something intentional, consciously sent or received, and have the potential to elicit feedback from the recipient in their book "The Unspoken Dialogue: An Introduction to Nonverbal Communication" (1978). The influence of non-verbal communication in conveying messages is significant because non-verbal communication is considered more honest in expressing feelings than verbal communication. Non-verbal communication consists of several types, one of which is paralanguage.

In research, paralanguage was first used as a subject in 1958 by Trager. The study showed that kinesics (body movements) and vocalics (voice quality and other aspects of sound) are two important elements and are part of the language system. Since then, the use of paralanguage has continued to evolve in various fields other than language. Experts have defined paralanguage in a variety of ways. According to DeVito (1988), vocalizations and voice qualities are the two main subdomains of paralanguage. Pitch, rhythm, resonance, and rate are examples of voice qualities. Vocal characterizers, vocal qualifiers, and vocal segregates are examples of vocalizations. DeVito (1988) asserts that paralanguage describes the manner in which a remark is made rather than emphasizing its content. Austin (1965:36), gives examples of paralanguage such as uh huh (yes), uh uh (no), aha (understanding), ah ah (warning), panting, sighing, changing tone, emphasizing, furrowing the brow, smiling, laughing, crying. Then Austin (1965: 36) states that when we use these vocals, it means we are using paralanguage. Robbins and Langton (2001) define paralanguage as communication that extends beyond spoken words. This covers sound quality, speed, loudness, and tone. Paralanguage, on

the other hand, is non-verbal and is dependent on sound, intonation, tone, pauses, loudness, stress, body motions, and signals, according to Lewis (1998: 84) and Agnus (2012: 2). A person's voice can communicate a variety of emotions, including confidence, excitement, nervousness, and mental state. Additionally, Qiang stated that paralanguage enhances the accuracy, vividness, and expressive intensity of language communication. It has the function of determining, beautifying, deepening, and substituting the words' meaning. Examples of paralanguage mentioned by several experts indicate that humans use paralanguage in their daily lives.

One example of the application of paralanguage can be seen when someone is presenting their arguments. When someone is expressing their opinion, they are actually demonstrating their communication skills. Generally, the person will exhibit skill in choosing words, which will affect the listeners. When presenting arguments, a person has their style and characteristics. The style and characteristics are part of one's personality. According to the Merriam-Webster Dictionary, characteristics are something that reveals, distinguishes, or is characteristic of an individual character. Essentially, characteristics apply to something that distinguishes a person, thing, or class. According to Kamisa, characteristics focus on the diversity of characters from each individual. The character of each individual is built from different life processes compared to others. Another definition by Wayn states that characteristics are related to how someone uses or applies the values of goodness into action.

Communication characteristics are crucial aspects of someone's image, particularly for individuals in professions that require them to regularly speak in front of the public. Professions closely tied to the public include government officials, who are often sought after for their opinions and statements on various issues. Apart from having broad political insights, government officials are indirectly expected to possess excellent communication skills. They cannot avoid facing political situations or media interviews. Government officials must professionally respond to public

questions or statements. By doing so, the general public will be satisfied with the officials' responses. Officials should convey answers sincerely, supported by the use of paralanguage. Conversely, if officials provide careless responses, the public may feel disappointed and may not grasp the true context of the response. Ultimately, the public may question the officials' quality in their roles. Another function of communication skills for officials is to maintain their reputation. When attending international forums and representing a country, officials must cover up the country's shortcomings or issues by presenting a positive speaking impression. By doing so, officials are considered to have good political electability. Moreover, government officials are key figures in respected capacities and serve as role models in a country's governance.

This is one of the factors that has piqued the researcher's interest in investigating the use of paralanguage features by government officials in The World Economic Forum 2023. The officials participating in the forum are Luhut Binsar Pandjaitan and Anutin Charnvirakul. This research examined the paralanguage features used by these officials to determine their characteristics when presenting their arguments in front of the public. The use of paralanguage features by each official undoubtedly differs, and they have different motives for applying paralanguage in their speech. Therefore, this research also investigates the function of the paralanguage features employed. Another motivating factor for this research is paralanguage itself. By observing the vocal quality and vocalization applied by Luhut Binsar Pandjaitan and Anutin Charnvirakul, the researcher can understand the intended meaning and determine whether it aligns with their verbal message. The results of this research are expected to contribute to understanding the use of paralanguage features in government and political professions.

## **A.2 Problem of the Research**

This study focuses on differentiating the application of paralanguage by government officials in the 2023 World Economic Forum, analyzed using

DeVito's (1988) paralanguage theory. Therefore, the analysis conducted is useful to address the problem formulation questions as follows:

1. What paralanguage features are used by government officials in The World Economic Forum 2023?
2. What are the functions of the paralanguage features applied by the panelists of The World Economic Forum 2023?
3. What speaking characteristics are reflected by the application of those paralanguage features?

### **A.3 Scope and Limitations of the Research**

Research limitations set boundaries on the scope of the study to ensure that the research scope is not too broad and that the study can focus on achieving its objectives. Thus, research limitations allow for an in-depth examination of the issues to be addressed. Problem limitations also assist researcher in maintaining and ensuring the relevance of their findings within defined boundaries. The following are some limitations of this research:

1. Paralanguage is a type of nonverbal communication that encompasses various elements, including volume, rate, pitch, intonation, breathiness, coughing, groaning, facial expressions, body language, and others. However, this study restricts paralanguage to the elements specified in DeVito's paralanguage theory, namely vocal qualities (pitch, rhythm, resonance, rate) and vocalizations (vocal characterizers, vocal qualifiers, and vocal segregations).
2. The study's focus is limited to two panelists in The World Economic Forum 2023, namely Luhut Binsar Pandjaitan and Anutin Charnvirakul. These two panelists were chosen because they are ministers representing their respective countries. Other panelists also represent a country but are not government officials.
3. The data collection method used is video-based observation. Not involving direct real-time observation means that observations are not conducted in real-time, and there may be some parts cut in the video. In this context, the researcher only examines what is presented in the video.

4. The research applies a qualitative approach, excluding quantitative analysis. The study does not involve quantitative methods in its analysis.

#### **A.4 Aim and Benefit of the Research**

This research is conducted to achieve several objectives, including the following:

1. To reveal the paralinguistic features used by government officials in The World Economic Forum 2023.
2. To uncover the functions of the use of paralinguistic features by government officials in The World Economic Forum 2023.
3. To reveal speaking characteristics possessed by government officials in The World Economic Forum 2023 through the application of paralinguistic features.

The benefits of this research are as follows:

##### **1. For Objects**

Through this research, government officials can understand their speaking characteristics while presenting their arguments. Government officials can use this research as a learning tool and consideration to self-evaluate in future opportunities. Therefore, government officials can develop their skills and capacities in public communication, leading to the reinforcement of a positive identity for their image.

##### **2. For the Author**

This research is beneficial for the author to apply the methods and knowledge gained during the academic period. The author can develop research skills by successfully articulating ideas and solving problems through analysis. Through problem-solving, the research helps the author develop critical thinking patterns. This research also provides an opportunity for the author to contribute to the field of paralinguistics, indirectly sharing findings with the public and advancing understanding in paralinguistics.

##### **3. For Readers**

The benefits of this research for readers include the enhancement of their knowledge and understanding in the field of paralanguage. Readers can use this research as a reference if they wish to study the same field. It can also serve as inspiration or a comparative basis for further studies.

#### **A.5 Organization of the Research**

The researcher organizes this study into five chapters. The following outlines each chapter:

##### **1. CHAPTER I: INTRODUCTION**

Chapter I of this research is the introduction which consists of the background of the research, problem of the research, aim and benefit of the research, scope and limitation of the research, organization of the research, and key terms of the research.

##### **2. CHAPTER II: LITERATURE REVIEW**

Chapter II elaborates on the findings of the previous studies and the theory that applies to this research. The theory applied in this study contains the definition of paralanguage, vocal qualities, pitch, rhythm, resonance, rate, vocalizations, vocal characterizers, vocal qualifiers, and vocal segregates. Another theory applied in this study is the function of nonverbal communication that consists of the definition of nonverbal communication, repetition, substitution, accentuation, contradiction, complement, and regulation. This chapter also includes the conceptual framework and the definition of key terms of this research.

##### **3. CHAPTER III: RESEARCH METHODS**

Chapter III contains research methods which consists of the definition of qualitative descriptive approach, data source, technique of collecting data from observation, taking notes, and transcript, and method of data analysis adapted from Miles, Huberman, and Saldana (2014) that consists of some techniques and stages, which are data reduction, unit of analysis, data display, concluding/verifications.

#### **4. CHAPTER IV: FINDING AND DISCUSSION**

Chapter IV is the data analysis that contains data analysis and discussions. This chapter elaborates on the analysis of the data detailed based on the topics of this research. This chapter explains the findings of the research analysis as well.

#### **5. CHAPTER V: CONCLUSION AND SUGGESTION**

Chapter V contains conclusions and suggestions. This chapter is the last part of the sequence discussions in the research. The purpose of the conclusion is to sum up the whole research. The suggestion is to develop the objects of the research and the other research in the future.

### **A.6 Key Terms of the Research**

#### **1. Paralanguage**

Paralanguage features found in this study were applied by both panelists at The World Economic Forum 2023. Panelist Luhut, included: a) high pitch, b) smooth rhythm, c) thick resonance, d) normal rate, e) vocal characterizers such as laughing, f) overly loud vocal qualifiers, g) vocal segregations like 'uh', 'ee', 'uhm', '...', 'shh', and 'eh'. Meanwhile, panelist Anutin, included: a) low pitch, b) jerky rhythm, c) thin resonance, d) slow rate, e) absence of vocal characterizers, f) overly soft vocal qualifiers, g) vocal segregations 'uh', 'ee', 'uhm', '...', 'shh'.

#### **2. Nonverbal Communication**

Nonverbal Communication functions utilized by both panelists Luhut and Anutin include: 1) to accent, 2) to regulate, 3) to complement, 4) to contradict, and 5) to repeat. The researcher did not find the use of the 'to substance' function by either panelist.

#### **3. Speaking Characteristics**

Speaking Characteristics identified through the use of paralanguage features include, for panelist Luhut: a) high pitch, b) smooth rhythm, c) thick resonance, d) normal rate, e) vocal characterizers 'laughing', f) overly loud vocal qualifiers, g) vocal segregations 'uh', 'ee', 'uhm', '...', 'shh', and 'eh'. Meanwhile, panelist Anutin exhibited the following

speaking characteristics: a) low pitch, b) jerky rhythm, c) thin resonance, d) slow rate, e) absence of vocal characterizers, f) overly soft vocal qualifiers, g) vocal segregations ‘uh’, ‘ee’, ‘uhm’, ‘...’, ‘shh’.

